

**PRESS RELEASE
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M. Middleton Debuts New Print-On-Demand Collections

GRAND RAPIDS, Michigan—April 29, 2011—M. Middleton will debut three new print-on-demand collections at the National Stationery Show, running May 15–18, 2011, at the Jacob K. Javits Convention Center in New York.

This release of three new albums signals M. Middleton’s commitment to becoming a key player in the personalization market. With two albums committed to personal and business stationery as well as invitations, and one album featuring personalized desk accessories, the Looks Like You® umbrella covers looks from the Verbatem, Kate Sumner Designs, and Dress the Desk design collections.

- Verbatem Album and Kate Sumner Designs albums each have 35 complete suites.
- Suites include designs for everyday, for children, and for holiday use.
- Dress the Desk has 50 complete suites. Each suite encompasses 10+ items, and all can be personalized.
- Within Dress the Desk’s 50 suites are selections for adults, for business or personal use, for college-age buyers, and for teens and tweens.

Brooke Uzarski, creative director of M. Middleton, sees a wide audience for Looks Like You: “Our in-house printing capabilities have given us an extraordinary opportunity to flex our creative muscles. We could really take a look at the marketplace and reinvent our place in it. There was a conscious decision to find designs to suit a wide variety of people, then give them the tools to add a special, personalized touch that would create a one-of-a-kind piece as original as the person who put it all together. Who wouldn’t want the opportunity to collaborate with a designer, in a way, rather than simply picking pieces out of a book?”

M. Middleton specializes in a wide range of high-quality invitations and stationery products that celebrate the creativity that goes into any great gathering. Sharing Life’s Celebrations™—that’s our tagline, our mission, and our vision for transforming an idea for a celebration into an event, a memory, a moment that brings people together.

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